

## ORDER

Orders	Order / Rev:	103698	Alt Order #:	06830029	Product Desc:	BERKLEY FOR SENATE	Estimate:	30S	Flight Dates:	10/02/12 - 10/08/12	Primary AE:	Amy McCreary
									Original Date / Rev:	06/28/12 / 06/28/12	Sales Office:	BLPHI
									Order Type:	GENERAL	Sales Region:	National
Agency	Name:	Shorr Johnson Magnus			Billing Type:	Cash						
	Buying Contact:				Billing Calendar:	Broadcast						
	Billing Contact:	1831 Chestnut St. Philadelphia, PA 19103			Billing Cycle:	EOM/EOC						
					Agency Commission:	15%						
Advertiser	Name:	Berkley Shelley for Senate			New Business Thru:							
	Demographic:	A35+			Order Separation:	00:15:00						
	Product Codes:	PLC01			Advertiser External ID:							
	Priority:	SELECT PRIORITY CODE			Agency External ID:							
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN										

## Bill Plan

Start Date	End Date	# Spots	Totals		Rating
			Month	# Spots	
10/01/12	10/08/12	120	October 2012	120	\$37,775.00
			Totals	120	\$32,108.75

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$37,775.00
Market	100%	\$188,875.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$60,440.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$39,663.75
KTUD	0%	\$0.00
KVVU	25%	\$47,218.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,777.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ Wagners		430a-5a	-TWTF--	:30	4	\$50.00	3	0.00	NM	4	\$200.00
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 10/01/12	10/07/12	-TWTF--	4	\$50.00	0.00										



KSNV

Order / Rev: 103698 Advertiser: Berkley, Shelley for Senate  
 Alt Order #: 06830029 Product Desc: BERKLEY FOR SENATE KSNV  
 Flight Dates: 10/02/12 - 10/08/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ Wagners	CM	430a-5a	-TWTF--	:30	4	\$50.003	0.00	NM		4	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 4 \$50.00 0.00															
E 2	KSNV	10/08/12	10/08/12	Wake Up Early w/ Wagners	CM	430a-5a	M-----	:30	1	\$50.003	0.00	NM		1	\$50.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 M----- 1 \$50.00 0.00															
E 3	KSNV	10/08/12	10/08/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$200.003	0.00	NM		1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 M----- 1 \$200.00 0.00															
E 4	KSNV	10/02/12	10/05/12	M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$200.003	0.00	NM		4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 4 \$200.00 0.00															
E 5	KSNV	10/02/12	10/05/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$300.003	0.00	NM		8	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 8 \$300.00 0.00															
E 6	KSNV	10/08/12	10/08/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$300.003	0.00	NM		2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 M----- 2 \$300.00 0.00															
E 7	KSNV	10/08/12	10/08/12	Today Show	CM	658a-9am	M-----	:30	3	\$400.003	0.00	NM		3	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 M----- 3 \$400.00 0.00															
E 8	KSNV	10/02/12	10/05/12	Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.003	0.00	NM		12	\$4,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 12 \$400.00 0.00															
E 9	KSNV	10/02/12	10/05/12	Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.003	0.00	NM		4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 4 \$175.00 0.00															
E 10	KSNV	10/08/12	10/08/12	Noon News	CM	12-1230pm	M-----	:30	1	\$175.003	0.00	NM		1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 M----- 1 \$175.00 0.00															
E 11	KSNV	10/08/12	10/08/12	M-F Today Show II 3rd HOM	CM	9-10a	M-----	:30	1	\$175.003	0.00	NM		1	\$175.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/08/12 10/14/12 M----- 1 \$175.00 0.00															
E 12	KSNV	10/02/12	10/05/12	M-F Today Show II 3rd HOM	CM	9-10a	-TWTF--	:30	4	\$175.003	0.00	NM		4	\$700.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week: 10/01/12 10/07/12 -TWTF-- 4 \$175.00 0.00															
E 13	KSNV	10/02/12	10/05/12	CM	3-4p	-TWTF--	:30	4	\$200.003	0.00	NM		4	\$800.00	

Order / Rev: 103698  
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 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		4			\$200.00	0.00					
E 14	KSNV	10/08/12	10/08/12	Dr. Phil	CM	3-4p			M-----	:30	1	\$200.003	0.00	NM	1 \$200.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1			\$200.00	0.00					
E 15	KSNV	10/08/12	10/08/12	News 3 at 430pm	CM	430-5pm			M-----	:30	1	\$300.003	0.00	NM	1 \$300.00
				News 3 at 4:30PM											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1			\$300.00	0.00					
E 16	KSNV	10/02/12	10/05/12	News 3 at 430pm	CM	430-5pm			-TWTF--	:30	4	\$300.003	0.00	NM	4 \$1,200.00
				News 3 at 4:30PM											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		4			\$300.00	0.00					
E 17	KSNV	10/02/12	10/05/12	News 3 at 4	CM	4-430p			-TWTF--	:30	4	\$300.003	0.00	NM	4 \$1,200.00
				News 3 at 4											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		4			\$300.00	0.00					
E 18	KSNV	10/08/12	10/08/12	News 3 at 4	CM	4-430p			M-----	:30	1	\$300.003	0.00	NM	1 \$300.00
				News 3 at 4											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1			\$300.00	0.00					
E 19	KSNV	10/08/12	10/08/12	M-F Early News	CM	5-630p			M-----	:30	2	\$450.003	0.00	NM	2 \$900.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		2			\$450.00	0.00					
E 20	KSNV	10/02/12	10/05/12	M-F Early News	CM	5-630p			-TWTF--	:30	8	\$450.003	0.00	NM	8 \$3,600.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		8			\$450.00	0.00					
E 21	KSNV	10/02/12	10/05/12	Face to Face w/ Ralston	CM	730-758pm			-TWTF--	:30	4	\$225.003	0.00	NM	4 \$900.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		4			\$225.00	0.00					
E 22	KSNV	10/08/12	10/08/12	Face to Face w/ Ralston	CM	730-758pm			M-----	:30	1	\$225.003	0.00	NM	1 \$225.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	M-----		1			\$225.00	0.00					
E 23	KSNV	10/06/12	10/06/12	To the Point - PM	CM	730-758pm			-----S-	:30	1	\$150.003	0.00	NM	1 \$150.00
				To the Point											
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-----S-		1			\$150.00	0.00					
E 24	KSNV	10/02/12	10/05/12	M-F Jeop/Wheel	CM	630-730pm			-TWTF--	:30	8	\$400.003	0.00	NM	8 \$3,200.00
				M-F Jeopardy/Wheel of Fortune											
				JEP/WH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	-TWTF--		8			\$400.00	0.00					
E 25	KSNV	10/08/12	10/08/12		CM	630-730pm			M-----	:30	2	\$400.003	0.00	NM	2 \$800.00

Order / Rev: 103698  
 Alt Order #: 06830029  
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Berkley, Shelley for Senate  
 Product Desc: BERKLEY FOR SENATE  
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Jeop/Wheel															
M-F Jeopardy/Wheel of Fortune															
JEP/WH															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 M----- 2 \$400.00 0.00															
E 26	KSNV	10/06/12	10/06/12	Weekend Jeopardy/WheGM		630-730pm	-----S-	:30	2	\$250.00	3	0.00	NM	2	\$500.00
WKND Jeop/Wheel															
JEP/WH															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 -----S- 2 \$250.00 0.00															
E 27	KSNV	10/07/12	10/07/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$600.00	3	0.00	NM	1	\$600.00
News 3 in Prime															
NEWS IN PRIME AFTER NFL															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 -----S 1 \$600.00 0.00															
E 28	KSNV	10/05/12	10/05/12	Fri PR 9-10p	CM	9-10pm	-----F--	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
Friday Prime 9-10pm															
GRIMM															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 ----F-- 1 \$1,000.00 0.00															
E 29	KSNV	10/03/12	10/03/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$1,700.00	3	0.00	NM	1	\$1,700.00
Wednesday Prime 9-10pm															
SVU															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 --W--- 1 \$1,700.00 0.00															
E 30	KSNV	10/03/12	10/03/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
Wednesday Prime 10-11pm															
CHICAGO FIRE															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 --W--- 1 \$1,400.00 0.00															
E 31	KSNV	10/02/12	10/05/12	Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	4	\$75.00	3	0.00	NM	4	\$300.00
Late Night w/Fallon															
FALLON															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 -TWTF-- 4 \$75.00 0.00															
E 32	KSNV	10/08/12	10/08/12	Late Night w/Fallon	CM	1237a-136am	M-----	:30	1	\$75.00	3	0.00	NM	1	\$75.00
Late Night w/Fallon															
FALLON															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 M----- 1 \$75.00 0.00															
E 33	KSNV	10/08/12	10/08/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$185.00	3	0.00	NM	2	\$370.00
Tonight Show															
TON SHOW															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 M----- 2 \$185.00 0.00															
E 34	KSNV	10/02/12	10/05/12	The Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$185.00	3	0.00	NM	8	\$1,480.00
Tonight Show															
TON SHOW															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 -TWTF-- 8 \$185.00 0.00															
E 35	KSNV	10/02/12	10/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.00	3	0.00	NM	4	\$1,700.00
M-F News 3 at Eleven															
NEWS															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/01/12 10/07/12 -TWTF-- 4 \$425.00 0.00															
E 36	KSNV	10/08/12	10/08/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.00	3	0.00	NM	1	\$425.00
M-F News 3 at Eleven															
NEWS															
Start Date <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/08/12 10/14/12 M----- 1 \$425.00 0.00															
E 37	KSNV	10/06/12	10/07/12		CM	11pm-1135pm	-----SS	:30	2	\$400.00	3	0.00	NM	2	\$800.00

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 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
NEWS															
Start Date <u>Week: 10/01/12</u> End Date <u>10/07/12</u> Weekdays <u>-----SS</u> Spots/Week <u>2</u> Rate <u>\$400.00</u> Rating <u>0.00</u>															
E 38	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.003	0.00	NM		2	\$450.00
SAT TODAY															
Start Date <u>Week: 10/01/12</u> End Date <u>10/07/12</u> Weekdays <u>-----S-</u> Spots/Week <u>2</u> Rate <u>\$225.00</u> Rating <u>0.00</u>															
E 39	KSNV	10/06/12	10/06/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	2	\$150.003	0.00	NM		2	\$300.00
NEWS															
Start Date <u>Week: 10/01/12</u> End Date <u>10/07/12</u> Weekdays <u>-----S-</u> Spots/Week <u>2</u> Rate <u>\$150.00</u> Rating <u>0.00</u>															
E 40	KSNV	10/07/12	10/07/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$350.003	0.00	NM		1	\$350.00
SUN TODAY															
Start Date <u>Week: 10/01/12</u> End Date <u>10/07/12</u> Weekdays <u>-----S</u> Spots/Week <u>1</u> Rate <u>\$350.00</u> Rating <u>0.00</u>															
E 41	KSNV	10/06/12	10/06/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003	0.00	NM		1	\$550.00
SNL															
Start Date <u>Week: 10/01/12</u> End Date <u>10/07/12</u> Weekdays <u>-----S-</u> Spots/Week <u>1</u> Rate <u>\$550.00</u> Rating <u>0.00</u>															
													Totals	120	\$37,775.00